

EXECUTIVE SUMMARY

Kidscare, through its advertising agency Riester-Robb, commissioned WestGroup Research of Phoenix to conduct a telephone survey of Arizona parents. The purpose of the survey was to provide comparative data to a study completed in February 1999. This study examined the current health insurance coverage for lower income families as well as the level of awareness of Kidscare and its advertising campaign.

A total of 200 Arizona parents/caregivers were interviewed. Respondents were screened to ensure that they had children age 18 or younger living in their household and also that the annual household income was less than \$30,000. The sample was also targeted toward census tracts with a high density of Hispanic households and approximately one-fifth of the interviews were conducted in Spanish. The margin of error for the survey is approximately $\pm 7.5\%$ at a 95% confidence level.

Health Insurance Coverage

- The majority of parents interviewed indicated that they have health insurance for themselves (60%). Three in five parents (62%) indicated that their children have health insurance.

Hispanic parents and those with household incomes under \$15,000 are least likely to report that their children have insurance (59% and 38%, respectively).
- Sixty-one percent (61%) of those who do not have health insurance for their children indicated that their children did have health insurance at some point in the past. Additionally, 34% of those who have never had health insurance for their children indicated that they have tried to get insurance.
- The primary reasons parents currently do not have health insurance for their children are they feel they cannot afford to purchase the insurance (mentioned by 56%) or they do not believe they are eligible for insurance coverage (25%).
- Approximately two in five parents (38%) who have health insurance for their children indicated that their oldest child has been covered with insurance since birth. However, this was less often the case in Hispanic households (34% vs. 45%).
- Blue Cross Blue Shield (14%), Intergroup (12%), and Cigna (10%), are the three insurance companies most commonly cited by parents as the providers of their children's health insurance.
- The mother is the parent who is most involved in decisions about health insurance for the children in the household (54% primarily). Fathers are the primary decision-makers in 30% of the households contacted.

Health Insurance Providers

- BCBS (28%), Cigna (24%), Intergroup (14%) have the highest level of **unaided** awareness as insurance providers. Kidscare was mentioned by five people. This compares to a single mention in February.
- AHCCCS is the most commonly mentioned government sponsored insurance provider (34%). Kidscare is mentioned by 12%, which is much higher than the 4% who mentioned it in February.
- Parents most often name low-income families (37%), the elderly (16%), and the disabled (14%) as eligible to receive health insurance through the government.

Kidscare

- Approximately three in five parents (59%) indicated they had heard of Kidscare. This is up significantly from February when 39% of the parents were aware of Kidscare. Awareness was higher among those without insurance (72% vs. 52% of those with insurance), among Hispanic parents (65% vs. 50% of non-Hispanic parents) and those with household incomes less than \$15,000 (70% vs. 54% of those with incomes over \$15,000).
- Advertising is the most common source of information about Kidscare mentioned by the parents (46%).
- Parents aware of Kidscare are most likely to think that it is insurance for kids and/or that it requires a special or low income (27% and 24%, respectively). Several also say that it is for working families (8%) or just that "it's good" (7%). Nearly three in ten, however, are unable to say anything about Kidscare (29% nothing + "don't know").
- When all parents were read a brief description of a specific TV advertisement for Kidscare, more than half (55%) reported they had seen the ad described.
- One in five parents overall (20%) indicated that they have heard the specific radio ad described during the interview and one in seven parents (14%) had seen the newspaper/magazine advertisement described by the interviewer.
- The overall reaction to the advertising campaign for Kidscare was extremely positive. The vast majority (91%) of the parents was "somewhat" or "very" favorable in their reaction to the advertising. Approximately half of the parents indicated their reaction was "very favorable" (51%).

CONCLUSIONS

1. There continues to be a great need among low income (i.e., household incomes less than \$15,000) and Hispanic families for health insurance for children.
2. Overall, aided and unaided awareness for Kidscare has grown considerably from February to August 1999. It continues to be strongest among the two primary target groups – the uninsured and Hispanics.
3. Awareness for the specific advertisements described for the parents, as well as the overall reaction to the Kidscare campaign, was quite favorable, particularly in light of the relatively “lean” budget for the campaign.
4. Building awareness for a product or service is the first step in changing behavior. Knowledge of what services Kidscare provides is not clearly defined and should be the next step in the education process. However, this process of educating does not need to happen all at once. It may be best to transition to an “educational” message in some media while continuing to build awareness in other media. Once parents know about Kidscare and what exactly it can do for them, then behavior can be changed and families will be more likely to enroll in the program.